

**Last Received:** 09/28/2012 4:56 PM  
**Showing Buylines:** All Lines

<b>Station</b>	WOOD-TV GRAND RAPIDS, MI.
<b>Advertiser</b>	( ) MIKE O'BRIEN 4 CONGR
<b>Product</b>	MIKE OBRIEN 4 CONGRE
<b>Estimate#</b>	540
<b>Buyer</b>	BARB ABAR
<b>Phone#</b>	
<b>Fax#</b>	

**Agency** ( ) ABAR HUTTON MEDIA  
6190 GROVEDALE CT, S#200  
ALEXANDRIA, VA 22310  
**Agency C/P1/P2/E** //540  
**Flight Dates** 09/26/2012 - 10/04/2012  
**Hiatus Weeks**

**Rep Firm**  
**Sales Office** ( ) PHILADELPHIA  
**Salesperson** ( ) IAN AMBRON  
  
**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-525-9757

--- CONTRACT COMMENT ---

MIKE O'BRIEN FOR CONGRESS SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	5A-6A		:30	\$150.00	09/26-09/28	2	1	2	\$300.00	
		Buyline Comment: DAYBREAK										
	2	M-TH	5A-6A		:30	\$150.00	10/01-10/04	2	1	2	\$300.00	
		Buyline Comment: DAYBREAK										
	3	W-F	6A-7A		:30	\$400.00	09/26-09/28	4	1	4	\$1,600.00	
		Buyline Comment: DAYBREAK										
	4	M-TH	6A-7A		:30	\$400.00	10/01-10/04	8	1	8	\$3,200.00	
		Buyline Comment: DAYBREAK										
	5	W-F	7A-9A		:30	\$650.00	09/26-09/28	4	1	4	\$2,600.00	
		Buyline Comment: TODAY SHOW										
	6	M-TH	7A-9A		:30	\$650.00	10/01-10/04	8	1	8	\$5,200.00	
		Buyline Comment: TODAY SHOW										
	7	W-F	9A-10A		:30	\$300.00	09/26-09/28	4	1	4	\$1,200.00	
		Buyline Comment: TODAY II										
	8	M-TH	9A-10A		:30	\$300.00	10/01-10/04	8	1	8	\$2,400.00	
		Buyline Comment: TODAY II										
	9	W-F	10A-11A		:30	\$200.00	09/26-09/28	2	1	2	\$400.00	
		Buyline Comment: TODAY III										
	10	M-TH	10A-11A		:30	\$200.00	10/01-10/04	4	1	4	\$800.00	
		Buyline Comment: TODAY III										

2 of 5

9/28/2012 4:56 PM

**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-525-9757

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	11	W-F	12P-1P		:30	\$225.00	09/26-09/28	2	1	2	\$450.00	
		Buyline Comment: NEWS										
	12	M-TH	12P-1P		:30	\$225.00	10/01-10/04	4	1	4	\$900.00	
		Buyline Comment: NEWS										
	13	W-F	1P-2P		:30	\$200.00	09/26-09/28	1	1	1	\$200.00	
		Buyline Comment: DAYS										
	14	M-TH	1P-2P		:30	\$200.00	10/01-10/04	1	1	1	\$200.00	
		Buyline Comment: DAYS										
	15	W-F	3P-4P		:30	\$125.00	09/26-09/28	1	1	1	\$125.00	
		Buyline Comment: DR OZ										
	16	M-TH	3P-4P		:30	\$125.00	10/01-10/04	1	1	1	\$125.00	
		Buyline Comment: DR OZ										
	17	W-F	4P-5P		:30	\$400.00	09/26-09/28	1	1	1	\$400.00	
		Buyline Comment: ELLEN										
	18	M-TH	4P-5P		:30	\$400.00	10/01-10/04	2	1	2	\$800.00	
		Buyline Comment: ELLEN										
	19	W-F	5P-530P		:30	\$675.00	09/26-09/28	1	1	1	\$675.00	
		Buyline Comment: NEWS										
	20	M-TH	5P-530P		:30	\$675.00	10/01-10/04	2	1	2	\$1,350.00	
		Buyline Comment: NEWS										
	21	W-F	530P-6P		:30	\$675.00	09/26-09/28	2	1	2	\$1,350.00	
		Buyline Comment: NEWS										

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**Hiatus Weeks**

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**Salesperson** ( ) IAN AMBRON

**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-525-9757

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	22	M-TH	530P-6P		:30	\$675.00	10/01-10/04	3	1	3	\$2,025.00	
		Buyline Comment: NEWS										
	23	W-F	6P-630P		:30	\$1,125.00	09/26-09/28	2	1	2	\$2,250.00	
		Buyline Comment: NEWS										
	24	M-TH	6P-630P		:30	\$1,125.00	10/01-10/04	3	1	3	\$3,375.00	
		Buyline Comment: NEWS										
	25	W-F	7P-730P		:30	\$450.00	09/26-09/28	1	1	1	\$450.00	
		Buyline Comment: INSIDE EDITION										
	26	M-TH	7P-730P		:30	\$450.00	10/01-10/04	1	1	1	\$450.00	
		Buyline Comment: INSIDE EDITION										
	27	W-F	730P-8P		:30	\$400.00	09/26-09/28	2	1	2	\$800.00	
		Buyline Comment: ACCESS HOLLYWOOD										
	28	M-TH	730P-8P		:30	\$400.00	10/01-10/04	2	1	2	\$800.00	
		Buyline Comment: ACCESS HOLLYWOOD										
	29	W-F	11P-1135P		:30	\$900.00	09/26-09/28	2	1	2	\$1,800.00	
		Buyline Comment: LATE NEWS										
	30	M-TH	11P-1135P		:30	\$900.00	10/01-10/04	3	1	3	\$2,700.00	
		Buyline Comment: LATE NEWS										
	31	W-F	1135P-1235A		:30	\$300.00	09/26-09/28	2	1	2	\$600.00	
		Buyline Comment: TONIGHT SHOW										
	32	M-TH	1135P-1235A		:30	\$300.00	10/01-10/04	1	1	1	\$300.00	
		Buyline Comment: TONIGHT SHOW										

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	33	TU	10P-11P		:30	\$1,250.00	10/02-10/02	1	1	1	\$1,250.00	
			Buyline Comment: PARENTHOOD W									
	34	TH	10P-11P		:30	\$750.00	09/27-09/27	1	1	1	\$750.00	
			Buyline Comment: ROCK CENTER									
	35	SA	6A-7A		:30	\$150.00	09/29-09/29	1	1	1	\$150.00	
			Buyline Comment: NEWS									
	36	SA	7A-8A		:30	\$275.00	09/29-09/29	1	1	1	\$275.00	
			Buyline Comment: NEWS									
	37	SA	8A-10A		:30	\$375.00	09/29-09/29	1	1	1	\$375.00	
			Buyline Comment: SAT TODAYT									
	38	SA	6P-630P		:30	\$400.00	09/29-09/29	0	0	0	\$0.00	
			Buyline Comment: NEWS 2X N/A, MGKD ON LN 42									
	39	SA	11P-1130P		:30	\$900.00	09/29-09/29	1	1	1	\$900.00	
			Buyline Comment: NEWS									
	40	SU	7A-8A		:30	\$250.00	09/30-09/30	1	1	1	\$250.00	
			Buyline Comment: NEWS									
	41	SU	8A-9A		:30	\$600.00	09/30-09/30	1	1	1	\$600.00	
			Buyline Comment: SUN TODAY									
	42	W	8P-9P		:30	\$800.00	09/26-09/26	1	1	1	\$800.00	
			Buyline Comment: ANIMAL PRACTICE/GUYS MKGD FOR LN 38									

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Estimate#	540	Agency C/P1/P2/E	//540		
Buyer	BARB ABAR	Flight Dates	09/26/2012 - 10/04/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

Report Totals: 95 / \$45,475.00

---SALES MONTHLY TOTALS---

Sep 12: 41 / \$19,300.00      Oct 12: 54 / \$26,175.00

Sales Totals: 95 / \$45,475.00

Station Totals: 95 / \$45,475.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$81,981	CATV	0%	WOOD	55%	WOTV	0%	WWMT	40%	WXMI	1%
		WXSP	0%	WZPX	0%	WZZM	2%				

Books null  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE